Postgraduate Diploma
Advanced Information Technology and Techniques in Business Management

tech *technological university*

Postgraduate Diploma
Advanced Information Technology and Techniques in Business Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/information-technology/postgraduate-diploma/postgraduate-diploma-advanced-information-technology-techniques-business-management**

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01
Introduction

In today's rapidly changing world, the proliferation of new technologies is a constant. Currently, we are accustomed to cutting-edge tools, platforms or technologies that are becoming obsolete with reduced applicability in the business environment. It is therefore a constantly evolving process, the maximum exponent of the current technological revolution, which forces IT professionals to constantly specialize. With this program, students will specialize in Advanced Information Technology and Techniques for Business Management under the guidance of professionals with years of experience in the sector.

A decisive specialization experience to boost your professional development"

This intensive specialization is aimed at those people interested in achieving a higher level of knowledge on Advanced IT Techniques and Technologies for Business Management. Its teaching program is unique for its careful selection of technologies, including the most recently incorporated and in demand in the business world.

Throughout this program, students will specialize in web analytics, which will allow them to analyze, in detail, the results of marketing actions. In this way, thanks to web analytics, it will facilitate the search for trends to improve decision making in digital business. On the other hand, professionals will also delve into project management. A discipline whose objective is to organize and manage resources in such a way that all the work required in the project can be completed within the defined scope, time and cost. Students will also delve into Corporate Communication, Leadership and Team Management. This will raise the level of attention to information, which will change the course of projects in terms of the quality of interpersonal relationships on professional and personal levels.

The main objective is to enable students to apply the knowledge acquired in this course to the real world, in a work environment that reproduces the conditions that may be encountered in the future, in a rigorous and realistic manner.

As it is a 100% online program, students will not have to give up personal or professional obligations. Upon completion of the program, students will have updated their knowledge and will be in possession of an incredibly prestigious qualification that will allow them to advance both personally and professionally.

This **Postgraduate Diploma in Advanced Information Technology and Techniques in Business Management** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Advanced Information Technology and Techniques for Business Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning.
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

A high-quality Postgraduate Diploma that will allow students to advance quickly and steadily in knowledge acquisition, with the scientific rigor of a global quality teaching"

" *With the best developed distance learning systems, this Postgraduate Diploma will allow you to learn, in a contextual way, the practical skills that you need"*

A comprehensive program for IT professionals, which will allow them to compete among the best in the sector.

An intensive professional growth program that will allow you to intervene in a sector with a growing demand for professionals.

The program's teaching staff includes professionals from sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The objective of this program is to prepare professionals in Advanced Information Technology and Techniques in Business Management, with the knowledge and skills required to perform their duties, using the current most advanced protocols and techniques. Through a totally adaptable work approach, this Postgraduate Diploma will progressively lead students to acquire the skills that will propel them to a higher professional level. A unique program designed by professionals with extensive experience in the field.

You will learn how to evaluate sessions and traffic in order to better understand audiences, which will allow you to grow exponentially in your job"

General Objectives

- Analyze a web platform and optimising its operation

- Evaluate sessions and traffic to better understand the audience

- Set up a working tool: Google Analytics. Know the user and the way they navigate the web portal

- Correctly interpret the data obtained in the reports and make the necessary changes to achieve the established objectives

- Generate specialized knowledge in project management

- Develop the PMI methodology and the elements and processes that support it

- Analyze the concept of Agile Methodology for Project Management and develop the elements and processes of the SCRUM framework

- Examine and develop the elements of the KANBAN method for Project Management

- Base our company's differentiation on intangible resources

- Identify opportunities for improvement through mindfulness

- Present a business model based on flowing with change and uncertainty rather than "breaking" through resistance

- Dynamize the company by using emotion management as a way to success

Specific Objectives

Module 1. Web Analytics

- Generate specialized knowledge in the use of Web Analytics
- Examine the evolution and development from its origin to the present day
- Establish an optimal configuration of Google Analytics, a fundamental work tool in online marketing
- Analyze web traffic to understand user behavior
- Develop basic and advanced metrics that will allow us to evaluate hits or interactions with websites
- Determine monitoring parameters: metrics and dimensions
- Configure the Google Analytics tool and the use of tracking tags on the website
- Differentiate between the two existing versions of Google Analytics: AIH vs. GA4
- Identify the organization and structure of Universal Analytics: accounts, properties and views
- Analyze user behavior by interpreting predefined and/or customized reports
- Assess traffic subsets of the total data we see in reports using segments
- Evaluate conversions by optimizing the marketing strategy and making decisions based on the results obtained

Module 2. Project Management and Agile Methodologies

- Present the PMI methodology for project management.
- Establish the difference between project, program and project portfolio
- Evaluate the evolution of organizations working with projects
- Analyze which are the assets of the processes in the organizations
- Examine the matrix of process groups and knowledge areas and analyze its component processes
- Introduce the PMI family of project management credentials
- Evaluate the context of Agile methodologies for project management
- Developing the VUCA context (volatility, uncertainty, complexity and ambiguity
- Identify Agile values
- Introduce the 12 principles of the Agile Manifesto
- Analyze the Agile SCRUM *framework* for project management.
- Develop Scrum pillars
- Identify and define Scrum values
- Establish roles in a Scrum team
- Present the Typified Ceremonies in Scrum
- Assess the artifacts used by Scrum Teams

- Analyze Scrum Team agreements
- Examine the metrics for measuring the performance of a Scrum Team
- Present the Agile KANBAN *Framework* for Project Management
- Analyze the elements that make up the Kanban method: values, principles and general practices
- Identify and define Kanban values
- Develop Kanban method principles
- Analyze the different general practices in the Kanban method
- Examine metrics for performance measurement in Kanban
- Identify and analyze the differences between the three methodologies: PMI, Scrum y Kanban

Module 3. Communication, Leadership and Team Management

- Present the management skills necessary to ensure success in the technology company
- Proposing a leadership model adapted to change
- Establish emotional intelligence as a basic management tool in the company
- Analyze improvement opportunities through Mentoring, coaching and their differences
- Promote a heightened state of consciousness about communication
- Enhance the satisfaction of people in the company and reduce stress levels, improving workers' relationships with superiors or employees, with customers and even in the personal environment
- Develop negotiation and conflict resolution strategies in the technology company

A complete and cutting-edge program that will allow you to acquire the knowledge you need to work in this sector in a progressive and comprehensive manner"

03
Course Management

In its commitment to offer an elite education for all, TECH counts on renowned professionals so students acquire a profound knowledge in Advanced Information Technology and Techniques in Business Management. This Postgraduate Diploma has a highly qualified team with extensive experience in the sector, which will offer the best tools for students to develop their skills during the course. In this way, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success.

Comprehensive yet focused; this program will provide you with the specific knowledge IT professionals need to compete among the best in the sector"

Management

Mr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO en Corporate Technologies in Corporate Technologies
- CTO in AI Shephers GmbH
- Director of Design and Development at DocPath Document Solutions
- Team Leader in DocPath Document Solutions
- Doctorate in Psychology from the University of CastillaLa
- PhD in Economics, Business and Finance from the Camilo José Cela University
- Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- Master MBA+E (Master's Degree in Business Administration and Organisational Engineering) from the University of Castilla la Mancha
- Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- Professor of the Master in Big Data and Data Science at the International University of Valencia
- Professor of the Master's in Industry 4.0 and of the Master's in Industrial Design and Development Member of the SMILe Research Group of the University of Castilla la Mancha

Professors

Ms. García La O, Marta

- Management, administration and account management at Think Planning and Development S.L
- Organisation, supervision and mentoring of High management training courses in Think Planning and Development S.L
- Mentoring of new employees and optimization of human capital potentials for Think Planificación y Desarrollo S.L
- Accountant-administrative in Tabacos Santiago y Zaraiche-Stan Roller, SL.
- Marketing Specialist at Versas Consultores
- Accountant-Administrative at Group T-6, SL.
- Master's Degree in Commercial and Marketing Management. CTO Business School
- Diploma in Business Administration. University of Murcia (Spain)

Mr. Tato Sánchez, Rafel

- Project Management INDRA SISTEMAS S.A.
- Technical Director INDRA SISTEMAS S.A.
- Systems Engineer ENA TRÁFICO S.A.U.
- IFCD048PO. Software Project Management and Development Methodology with SCRUM
- Coursera: Machine Learning
- Udemy: Deep Learning A-Z. Hands-on Artificial Neural Networks
- Coursera: IBM: Fundamentals of Scalable Data Science
- Coursera: IBM: Applied AI with Deep Learning
- Coursera: IBM: Advance Machine Learning and Signal Processing
- Degree in Industrial Electronics and Automation Engineering from the European University of Madrid
- Master's Degree in Industrial Engineering from the European University of Madrid.
- Master's Degree in Industry 4.0 by the International University of La Rioja (UNIR)
- Professional certification. SSCE0110. Teaching for vocational training for employment

Mr. García Niño, Pedro

- Sales Manager of computer services in the companies Camuñase, S.L. and Electrocamuñas, S.L.
- Specialist in Digital Marketing and RRSS
- SEO On-Page / Internal Factors Specialist
- Off-Page SEO/Linkbuilding/Black Hat SEO Specialist
- SEM/PPC/Google Ads Specialist
- Specialist in digital marketing analytics and performance measurement / Google Analytics
- Specialist in organic positioning and SEO UNED Foundation
- Specialist in PPC and SEM Aula CM
- Official Certification on Google Ads Search Campaigns
- Official Certification on Google Ads Display
- Computer Engineering
- Technical training in assembly and installation of desktop computers
- Technical training in software installation and maintenance/cybersecurity
- Hardware/software technician in the companies Camuñase, S.L. and Electrocamuñas S.L.
- Web design, analytics and programming

04
Structure and Content

The syllabus has been designed based on educational efficiency, carefully selecting the contents to offer a comprehensive course, which includes all the fields of study that are essential to achieve real knowledge of the subject. Including the latest updates and aspects of the field. Therefore, the syllabus consists of modules that offer a broad perspective of Advanced Information Technology and Techniques in Business Management.

From first module, students will see their knowledge expanding, which will enable them to develop professionally, knowing that they can count on the support of a team of experts.

Succeed with the best and acquire the knowledge and skills you need to embark in the field of Advanced Information Technology and Techniques for Business Management"

Module 1. Web Analytics

1.1.   Web Analytics

    1.1.1.   Introduction

    1.1.2.   Evolution of Web Analytics

    1.1.3.   Process of Analysis

1.2.   Google Analytics

    1.2.1.   Google Analytics

    1.2.2.   Use

    1.2.3.   Objectives

1.3.   Hits. Interactions with the Website

    1.3.1.   Basic Metrics

    1.3.2.   KPI (Key Performance Indicators)

    1.3.3.   Adequate Conversion Rates

1.4.   Frequent Dimensions

    1.4.1.   Source

    1.4.2.   Medium

    1.4.3.   Keyword

    1.4.4.   Campaign

    1.4.5.   Personalized Labelling

1.5.   Google Analytics Configuration

    1.5.1.   Installation: Creating an Account

    1.5.2.   Versions of the Tool: UA/GA4

    1.5.3.   Tracking Label

    1.5.4.   Conversion Objectives

1.6.   Google Analytics Organization

    1.6.1.   Account

    1.6.2.   Property

    1.6.3.   View

1.7.   Google Analytics Reports

    1.7.1.   In Real Time

    1.7.2.   Audience

    1.7.3.   Acquisition

    1.7.4.   Behaviour

    1.7.5.   Conversions

    1.7.6.   E-Commerce

1.8.   Google Analytics Advanced Reports

    1.8.1.   Personalized Reports

    1.8.2.   Panels

    1.8.3.   APIs

1.9.   Filters and Segments

    1.9.1.   Filter

    1.9.2.   Segment

    1.9.3.   Types of Segments: Predefined/Customized

    1.9.4.   Remarketing Lists

1.10.   Digital Analytics Plan

    1.10.1.   Measurement

    1.10.2.   Implementation in the Technological Environment

    1.10.3.   Conclusions

Module 2. Project Management and Agile Methodologies

Module 3. Communication, Leadership and Team Management

3.1. Corporate Organizational Development

    3.1.1. Corporate Climate, Culture and Organizational Development

    3.1.2. Human Capital Management

3.2. Management Models: Decision-Making

    3.2.1. Paradigm Shift in Management Models

    3.2.2. Management Process of a Technology Company

    3.2.3. Decision-Making: Planning Instruments

3.3. Leadership: Delegation and *Empowerment*

    3.3.1. Leadership

    3.3.2. Delegation and *Empowerment*

    3.3.3. Performance Evaluation

3.4. Leadership: Knowledge and Talent Management

    3.4.1. Corporate Talent Management

    3.4.2. Corporate Engagement Management

    3.4.3. Improving Corporate Communication

3.5. Coaching Applied to Business

    3.5.1. Executive Coaching

    3.5.2. Team Coaching

3.6. *Mentoring* Applied to Business

    3.6.1. Mentor Profile

    3.6.2. The 4 Processes of a *Mentoring* Program

    3.6.3. Tools and Techniques in a *Mentoring* Process

    3.6.4. Benefits of *Mentoring* in the Business Environment

3.7. Team Management I: Interpersonal Relations

    3.7.1. Interpersonal Relationships

        3.7.1.1. Relational Styles: Approach

        3.7.1.2. Effective Meetings and Agreements in Difficult Situations

All the subjects and areas of knowledge have been compiled in a complete and up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
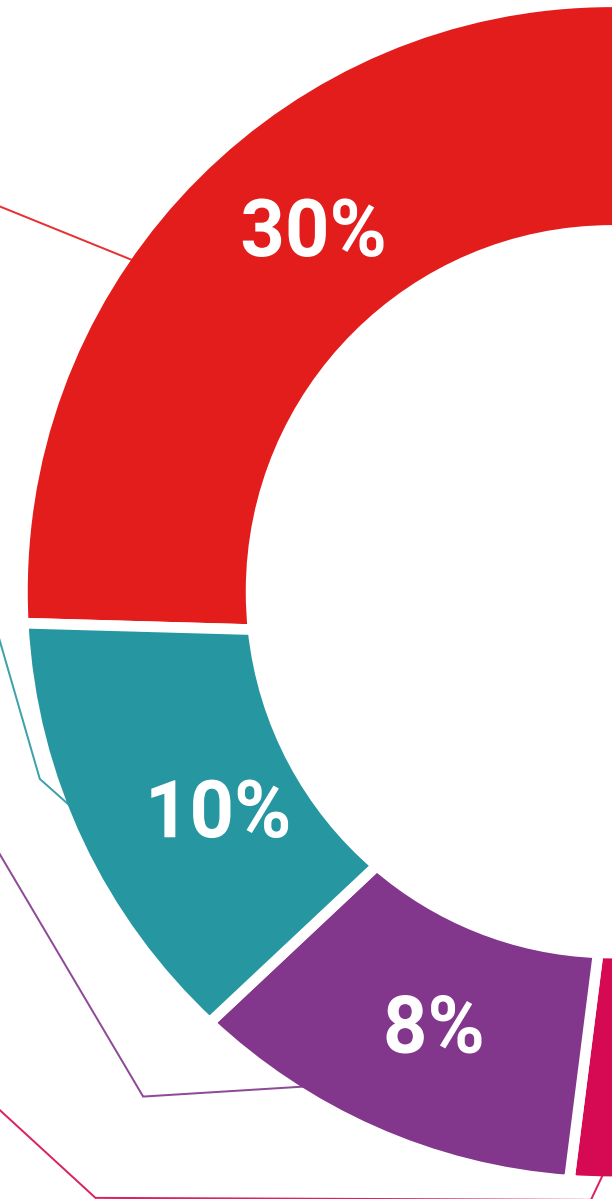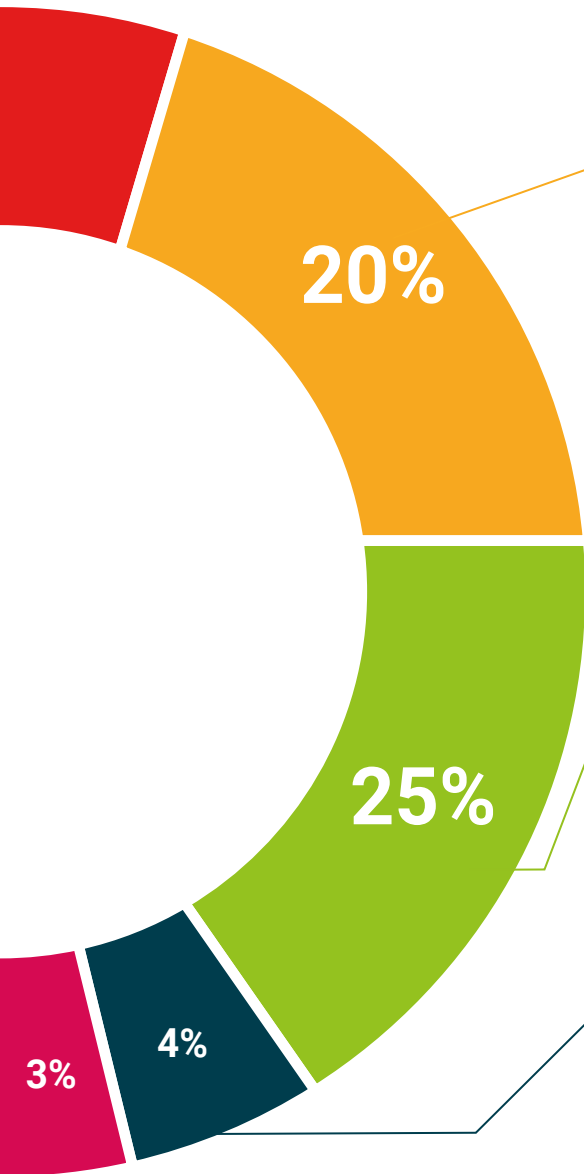
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

This Postgraduate Diploma in Advanced Information Technology and Techniques in Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Advanced Information Technology and Techniques in Business Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma**, issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Advanced Information Technology and Techniques in Business Management**

Official Number of Hours: **450 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in
Advanced Information Technology and Techniques in
Business Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

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Advanced Information Technology and Techniques in Business Management

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» Duration: **6 months**
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